ABSTRACT OF THE DISCLOSURE

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Drinking cup lids are especially adapted and configured to afford some measure of protection to the game piece from beverage seepage through a straw opening. Preferably, the cup lid is configured so that a game piece is spaced above the straw opening co-located within a recessed well of the lid thereby allowing beverage seepage to remain physically separated from the game piece. Access to the beverage within the cup is facilitated by providing a cross-cut straw aperture in the game piece which is in substantial alignment to the straw opening formed in the lid. A beveled segment of a raised plateau on which the game piece is affixed allows a tab associated with the game piece to be more easily grasped and removed by a customer to reveal the printed text/indicia of the game piece.